

Business Plan
“Frozen in the Mix: Frozen Yogurt Cafe”
Management 4252: Entrepreneurship
Summer 2013
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TEAM

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June 16, 2013

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FROZEN IN THE MIX

Introduction

The purpose of this business plan is to outline the parameters by which our frozen yogurt café. Frozen in the Mix, will develop, open and operate in a specifically and carefully chosen location, Arlington Village, 615 Red Banks Rd, Greenville NC, 27858.

The idea to open up the frozen yogurt shop was decided upon by Heather Griffin, Brittany Melton, Alex Morrison, Detric Allen, Chris Sitzman and Donnie Carr. This business venture was decided on to allow for a more health alternative for those people with a sweet tooth as well as a more hip and vibrant hang out locations for an array of clientele. We are very optimistic this venture will not only survive but will grow to additional locations in Greenville as well as neighboring counties.

Executive Summary

Team Endeavor has decided on a new venture in frozen yogurt – “Frozen in the Mix”. Although stalled by the recession, Frozen Yogurt shops are bouncing back and demand for this industry is projected to be stable in the upcoming years. With Americans becoming more health concerned, frozen yogurt is a way for them to “watch the calories” while still enjoying a “sweet treat”. Although a decline in sales occurred in the 1990’s, the frozen yogurt evolution of new flavors, toppings and modern store interiors has caused a comeback. “In 2009, the [International Franchise Association](#) (the “IFA”) reported that the overall number of franchise establishments was expected to drop by 10,000 that year. The frozen yogurt industry, however, was expected to

grow by a few percentage points, a notable statistic for any market in the midst of the economic recession.” (FranchiseHelp)

The frozen yogurt industry has exploded over the last few years. The result has been a market growth of 32% between 2006-2011 and revenues of over \$750 million annually. Full-service yogurt stores account for the majority of the revenue with over \$450 million annually. The health-conscious consumers that drive the market will steadily increase these numbers over the next five years (IBIS World, 2012). This business is quick and versatile which means it can be started without a lot of costs. Locations for serving the Fro-Yo have also grown. Catering companies have broadened their menu to frozen yogurt machines, hotels are even having these stations set up and there is also the growth in gas stations. “IBISWorld projects that demand for [frozen yogurt stores](#) will continue to grow over the next five years because of new markets joining the industry (BPT).”

The “fro-yo” industry has seen an 80% plus gross profit margin and a 40-50% net profit margin. Depending on the selling price, any frozen yogurt shop can make a profit. Today, most shops determine their prices by the ounce. There are several key drivers to making. It is important to emphasize profit versus sales. There may be a lot of sales, but if costs are too high there will be no profit. You should think of these profit drivers as dials or levers – you can adjust the dials various ways to maximize profit.

Previously the market and profit for frozen yogurt was on a decline due to coffee shops and ice cream shops that make gourmet ice-cream. However recently there has been more of a demand for the frozen treat. Demand has skyrocketed and profits have reached levels that were previously unheard of. Some of the more prominent companies in the industry are becoming very profitable. Companies such as Red Mango have raised a little over 1 million dollars and

Pinkberry has raised over 9 million dollars. Along with the profits increasing dramatically, many companies in the industry are expanding across the United States.

In the frozen yogurt industry, there is an advantage of potentially high return on investment (ROI). With high frozen yogurt profits and a strong rate of customer returns, there is nothing more to expect but success. The assumed average of return on investment (ROI) in the frozen yogurt industry ranges from 20 percent to 50 percent. The return of investment can have a tremendous affect if multiple franchise locations are opened. If the frozen yogurt industry continues to invest in the right products, the return on investment (ROI) is guaranteed to remain high.

Our yogurt company can be different by not only selling frozen regular yogurts but also Greek frozen yogurts. This will benefit our company because it will give an even healthier alternative to just frozen yogurt. Along with selling Greek frozen yogurt we will sell different flavors as well. I also think a good idea for our company would be to list the nutritional information in the store for each type of frozen yogurt. As well as a pamphlet to the health benefits of Greek yogurt which will include the benefits of the extra protein, low fat and carbohydrates that Greek yogurt offers. I would like for those that watch their diet to see our company as a place they feel comfortable coming without worrying about the bad temptations.

Industry Analysis

Future Outlook and Trends

Frozen yogurt shops have been named as a “Big Menu Idea of 2009”. “Yogurt will likely be a longer-lasting trend, and I see no reason why the frozen variety should fade out sooner,” says Bret Thorn, food editor for *Nation’s Restaurant News*. “NPD reports a steady increase in interest

in probiotics -- the reportedly healthful bacteria in yogurt and elsewhere -- over the past couple of years.” (*Aselton*).

Frozen yogurt is a low investment and has small locations and limited menus. Financial incentives are being offered to make investing in “fro-yo” shops even lower. By opening up the first store of “Frozen in the Mix”, frozen yogurt franchisor will offer a \$5,000 discount for each store opened after that. Franchisors of the frozen yogurt industry are hoping to set up their companies for the long haul. “Fro-Yo” shops offer a healthier choice for a sweet tooth as well as portraying a “hip” environment within their establishments. Those designing the establishment strive to put their main focus on style, comfort, design and music allowing for social experiences. This modern environment is drawing more and more customers. We want to create an environment of a coffeehouse. This should be a point of relaxation and a meeting place. Our setting brings on not only teens and college students but business professionals wanting a more casual atmosphere. Frozen yogurt shops have been said to not going to last; however, there is a long term for frozen yogurt industry.

Analysis of Competitors

With frozen yogurt shops popping up all over the world, any new comers will surely feel the pressure of getting on top to those who have planted their feet and extended their roots. One competitor of Frozen in the Mix is Menchie’s. Their main emphasis is on customer experience and giving a family-friendly environment. Their stores attract kids and in turn will attract families. It seems Menchie’s hits the nail on the head every time – excellent customer service, memorable experiences and an inviting atmosphere. Menchie’s now offers a toy with each frozen yogurt cup purchased.

The next competitor on the list is TCBY (The Country's Best Yogurt). "TCBY is one of the original and most recognized brands in the frozen yogurt category." Their self service machines and contemporary atmosphere seems to appeal to everyone. Their new design is attracting new franchisees as well as the ones that are already involved.

Thirdly we have Cold Stone Creamery. In January 2011, Cold Stone offered a new low calorie, low fat, probiotic frozen yogurt. Along with this, a new retail format was launched called the Cold Stone Creamery Yogurt Bar. This offers soft-serve, self-services frozen yogurt. Even with this new comer, Cold Stone's super-premium ice cream seemed to bring people in quite frequently.

Market Segmentation

In order to provide quality yogurt for the masses to enjoy we would first have to provide variety based on the needs and wants of our customers. We will provide a low fat tasty alternative to many different groups. Our low fat yogurt treat promotion will be aim at those customers who are watching their calorie intake, however we also provide a regular yogurt for to target those who are young and on the run. It will be our mission not to leave any group out from enjoying our tasty treat. However we will provide all of these benefits without going out of the realms of a market strategy.

Industry & Market Forecast

After doing some research I found that the industry will be growing in the area of frozen yogurt. I expect that our business will flourish with the need for a low fat alternative in which the item still contains it taste. With people in general beginning to eat healthier, our product should thrive within the market and I predict that our company will be on top within the very near future.

Description of Venture

Our mission is to create a satisfying, healthy, and unforgettable frozen yogurt experience allowing customers to control the price and quantity of their dessert.

We decided to go into business for our own independence, to support the community, and to have more financial security and satisfaction with a new career. We will be successful in our business because we have a flexible and supporting team. We understand that it is important to be creative, organized, and aware of our competition in order to be successful. We also understand the risks and rewards as our business grows.

Product(s)

Only natural, high quality and healthy frozen yogurt will be served. There are varieties of nonfat, low-fat, dairy free, and sugar free options available. Customers can choose their own flavors of frozen yogurt through self-serve stations ranging from original ice cream tastes to tart and fruity tastes. The flavors include, but are not limited to: chocolate, vanilla, strawberry, blueberry, peach, lemon, cookies n' cream, birthday cake, coffee, original tart, peanut butter, etc..

Additional assorted fruits, nuts, candies, and syrups can be served as a topping. Pricing will be conducted by paying per ounce as the customer weighs his/her serving before paying. With over 15 flavors and 30 different toppings, customers can mix, match, and blend to whatever taste they will like.

Service(s)

Customer service is the number one priority. Long opening hours and consist good products will aid to offer quality customer service. A friendly staff member will greet each customer as he/she

enters. The customer will also be offered a free sample of choice right away or as requested. Staff members will be knowledgeable of all products and willing to help at all times. Self-serving stations will be kept clean and tidy as well as seating and bathrooms. Service will be convenient and fast paced welcoming each customer to come again.

Building

Location: Arlington Village, 615 Red Banks Rd, Greenville NC, 27858

Property: Used, Available for lease, \$2000/month

The building and location is right for our business because it located in a popular shopping area with a collection of over 45 specialty stores and restaurants. There are clothing, jewelry, and shoe stores. In addition, a florist, nail salon, bridal and gift shops. The location has plenty exposure to customers, little competition, and provides a consistent brand image for our business.

Size of Business

- Optimum size: 2700 square feet
- Traffic count: minimum of 24,000 vehicle
- Demographics: average population of 85K
- Parking: access to 25 parking spaces

Office Equipment and Personnel

Frozen in the Mix will use a Point of Sale system to complete all customer transactions. The POS system will help keep track of sales, employee hours, and inventory. All personnel working at Frozen in the Mix will be adequately trained to use the system to provide speedy customer

transactions. Frozen in the Mix's personnel will consist of a General Manager, Assistant Manager, Counter Supervisor, Cleaning Staff, Cashiers, and Food Preps. All employees will be thoroughly trained and our expected to provide a high end product along with quality customer service.

Background of Entrepreneurs

Team Endeavor consists of six entrepreneurs including Chris Sitzman, Brittany Melton, Detric Allen, Donnie Carr, Heather Griffin, and Alexandria Morrison that are taking on the new venture of establishing a frozen yogurt shop- Frozen in the Mix. Customer service is vitally important in the service industry and Team Endeavors feels confident that we have adequate experience to provide quality service to all our customers. Chris Sitzman has been providing customers with quality service as head server at Mellow Mushroom for the past two years. Brittany is currently a customer experience manager at Michael's Arts and Crafts where she leads a staff of 15 to maximize store sales. Alexandria Morrison currently works in retail sales and combines her professional attitude and experience to help assist clients. Her years of experience providing quality service in retail sales will provide a seamless transition into the service industry. Detric Allen has experience in coordinating large groups and his experience will be utilized for staffing and catering events. Donnie Carr currently works for the Greenville Police Department and has two years experience in IT support. His talents will help Frozen in the Mix maintain accurate spreadsheets for inventory and sales. He will also maintain our POS system to ensure it is tracking all items processed. Heather Griffin is a Senior Accounts Administrator who has a history of providing quality training to employees. Training employees, providing quality customer service, and maintain accurate records are crucial parts of running a successful business and Team Endeavor is fully confident that we have the experience needed to succeed.

Operations Plan

Description of operation

Frozen in the Mix will not be manufacturing our own frozen yogurt products. All products; yogurt, flavored powders, fruits, and topping's will be purchased from an outside supplier. The process of handling the product will consist of storing, opening, usage of yogurt machine, individual cartons displaying toppings, self service and processing payment transactions. Fruits will be delivered on a weekly basis to guarantee freshness. Other products which have a longer shelf life will be ordered on a monthly basis depending on demand of certain products.

Before opening, licenses and permits should be obtained. A general business license would be needed as well as a food handler's permit to run an organization which serves food. To obtain the business license, we would need to contact the secretary of state. The board of health will assist in obtaining the food handler's permit. According to the National Ice Cream Retailers Association, as of 2011, there are no federal requirements for yogurt from the Food and Drug Administration. However, yogurt is regulated in multiple states, so we would have to check with our state's board of health to ensure we are following guidelines.

We will begin the process to obtain a building to rent located at Arlington Village, 615 Red Banks Rd, Greenville NC, 27858. The building will be used and available for lease at \$2,000 a month. With its close proximity to shopping centers, specialty stores and restaurants, it would prove to be a great place for high traffic and customers.

Manufacturing operations: Upon delivery, installation guys will install the machines as well as offer a 2 hour “class” on how to use the machines. They will also come back monthly for the next four months to ensure everything is working properly. No subcontracting will be necessary for any of our equipment. A complete list of necessary equipment is listed below:

- two Taylor 336 soft serve machines pre- owned – each for approximately \$5,500 per machine
- iCafe POS system cost will be approximately \$2,000
- Two laptops and one small laser all in one wireless printer will need to be purchases for manager use during store hours.
 - 2 HP Pavilion 14-b010us 14” Laptop from Staples at \$549.00 each
 - Brother MFC-9130CW Color Laser All-in-One Printer - \$399.99
- Internet – services through Time Warner Cable. We will have the Standard Package which costs \$44.99 per month.
- Phone and– service through Time Warner Cable. We will have the Unlimited Nationwide plan which will be \$19.99 per month for 12 months. Our services will include unlimited calling anywhere, anytime in the US, Canada and Puerto Rico for one low monthly price, 13 free calling features (i.e. caller id and call waiting), voicemail, and many other features.
- Scale to weigh ice cream - The Avery Berkel 6712 is ideal for shops that have limited counter space as it’s dimensions are 10" x 10" and 2.5" high. This scale uses a serial connection to integrate with a computer. The display has to be mounted, so it requires some assembly. The weighing platform is stainless steel and can fit up to 4 frozen yogurt cups. Price – approximately \$385.00

- We will also need freezers/refrigerators to store the fruits as well as other toppings which need to be kept at cooler temperatures than room temperature

Raw Materials - All inventory and supplies, which will consist of cones, cups, spoons, tart flavor powders, toppings, will be obtained from Cielo: A Frozen Yogurt Co.. They will allow us to order 1-5 cases, 6-29 cases, 30-71 cases, 1 pallet(72 cases) – each bulk order has a better price deal. Cups and spoons will vary depending on the how many colors we wish to have as well as sizes.

Labor Skill

- General Manager will Hire and train new staff members, growth of sales, handles weekly payroll activity and daily sales reports, plan and organize work schedules, manage advertising for the company and its products, communicate responsibilities and job expectations to employees and enforce employee disciplinary procedures. Pay will be salary: \$45,000/year
- Assistant Manager will Assist the General Manager with his/her duties, explain daily goals to be accomplished by staff members, supervise transactions and customer orders and responsible for end of the day cash payments. Pay will be salary: \$35,000/year
- Counter Supervisor will Train employees in proper cleaning procedures and handling food practices, manage store inventory and handle all customer service issues. Pay will be hourly: \$15/hour
- Cashier/Food Prep/Cleaning Staff will Greet and welcome customers, issue receipts, change, or refunds, appropriate handling and use of food equipment, follow food safety procedures, refill supplies, empty trash, wash dishes, clean and wipe down tables,

counters, and machines, maintain orderly appearance overall and proper dress code.

Pay will be hourly: \$8/hr with the ability for a \$0.50 raise every 6 months after an employee evaluation

Space – Our location will be Arlington Village, 615 Red Banks Rd, Greenville NC, 27858. The building will be used and available for lease at \$2,000 a month. The space includes 4,000 square feet.

All equipment and supplies will need to be ordered. Tables, chairs, counters scales, cash registers, napkins, cups, spoons should also be purchased during this time. Plans should also be made in regards to where self-serve yogurt machine will be set up as well as individual compartments for the different toppings.

The next stage will involve the hiring process. It is important we interview many candidates. We want to ensure we hire those who are going to be friendly to customers and very dependable. There will be training sessions for employees on how to weigh frozen yogurt and run the cash register. It is important we ensure that employees are aware of when new customers enter the shop and help them by familiarizing them with the shop. For the first two weeks we will be offering coupons to help with word of mouth. Prices must also be set for yogurt. We will be charging \$0.45/ounce.

Lastly we will plan a grand opening event. We will coordinate a taste testing party and invite local business leaders. Coupons will be handed out at the party to the businessmen and women and additional coupons will be given to them in order to give to their employees.

Advertisements will also be posted around the local colleges and schools. On the day the shop opens, employees will be passing out free samples and coupons. We will also be incorporating a

customer loyalty program where a customer will be given a card with a bar code on it and after 10 visits, the 11th visit is free.

Flow of orders for goods and/or services

Location is key when wanting to be successful with the yogurt shop. The location should be a place where there will be many opportunities for potential customers to pass by. There should be adequate seating and space to move freely and comfortably around the shop. An area should be designated for the cash register. We will be charging by the ounce; therefore, there should also be space next to cash register for a scale to weigh yogurt. We plan on renting a location. All contracts for renting location are to be completed. Once business venture is approved, setup and reconstruction of inside of building will begin. Everything must be completed by August 5, 2013, a week before our grand opening; which will be, August 12, 2013 . This will give us a week to set up tables, chairs, etc as to our liking and to ensure everything is perfect. This will also allow for a hiring process. This will take place within our facility.

Frozen in the Mix will be open Monday – Friday 11:00am – 7:00pm, Saturday 11:00 am – 9:00pm and Sunday 2:00pm – 5:00pm. A manager, assistant manager or counter supervisor will be present at every shift. There will be two employees per shift (4 hour shifts for part time and 8 hour shifts for any full time employees). For those employees scheduled for the 11:00am shift, they will be expected to show up one hour before opening (10:30am). Their responsibilities will include:

- Ensure no forced entry has been caused
- Ensure tables are cleaned
- Ensure there are adequate number of supplies for customers

- Ensure machines are working properly
- Ensure dining area is clean and orderly
- Ensure restrooms are fully stocked and cleaned
- Place out/restock all toppings for frozen yogurt

For those employees working until close, they will be expected to stay until the following is completed:

- Tables are to be wiped down
- All floors mopped (dining areas and restrooms)
- Cash register is to be counted
- Inspections of restrooms to ensure there are no serious messes
- Clean off the yogurt machines
- Put away or cover toppings
- Ensure all exits are secured and locked

Throughout the day, all employees working should ensure any bowls, spoons, napkins, etc left on tables are picked up and thrown away. Any trash on floor should be swept up. Dining area should be kept clean and neat at all times. Employees should be checking machines regularly through the day to ensure they are clean and working properly. They should also be checking the toppings bar to ensure nothing is getting low. The employees are also responsible for communicating with the manager if any toppings or yogurt flavor/mix is low and needs reordering. The manager/assistant manager is responsible for the background activities pertaining to running the business as well as day to day activities in order for the shop to run smoothly:

- Orders of inventory

- Handle any issues that arise during business hours
- Cash control
- Overseeing all employees
- Analyzing sales results and trends to maximize revenue and minimize any unnecessary costs
- Weekly inventories must be done
- Managing the staff schedules, meetings, etc.

Technology utilization

Customer transactions will be completed with a POS system. This system is not only going to be responsible for transactions but will also be responsible for keeping track of hours worked by employees, sales and inventory. Per our description under the equipment portion of our venture: We also will purchase the iCafe technology POS system that will help us manage our transactions and daily operations. POS features include:

- Fully customized menu items, table layouts and modifiers
- All order types including dine-in, take out, and delivery
- Easily accessible detail reports, full employee and inventory control
- Flexible menu pricing
- Fully customizable end-to-end and full service restaurant order management

Frozen in the Mix will purchase two Taylor 336 soft serving machines. These machines come highly recommended are known for their high quality.

Marketing Plan

Pricing

When deciding on a pricing strategy for our yogurt we have to take into account two variables: the cost of the yogurt powder mix (the option we decided on), and the cost of the toppings (fruit, chocolate, candy, whipped cream, etc.). The powder mix has a higher price point than the liquid mix, about .7 cents per ounce, but it only requires dry storage and is essentially easier to use than the liquid. Toppings are going to cost .10 to .40 cents per ounce, and we are going to sell them between .35 and .50 cents per ounce, so it is important for us to track which toppings are our best sellers. It is also important to look at the ratio of yogurt to toppings for a typical customer since we will be paying considerably more for the yogurt than the toppings. Luckily, a typical breakdown of yogurt/topping is 75% yogurt 25% topping.

We will charge different initial prices depending on whether they choose a cup or a bowl. From there, we can charge by the weight of the bowl. A typical customer ring is .8 ounces at .45 cents per ounce, equally \$3.60. A sample initial price menu would be as follows:

PRODUCT	UNIT PRICE (\$)
Yogurt Cone	\$2.50
Yogurt Cup	\$.45 per ounce

We will cut down on price by having good supplier relations with Sam's to purchase our fresh fruit, candy, whipped cream toppings, etc.

Distribution

The distribution of our frozen yogurt will take place solely from our store at its selected location. Our location will be in a high traffic retail shopping area close to East Carolina University, so students will be within walking distance.

Promotion

Within our marketing strategy we have come up with numerous sensible and well as revolutionary ideas to create a tightly knit brand image for our Yogurt Company so that we can promote our company gives our customers the fun healthy and tasty experience of Yogurt. The yogurt shop will hang its hat on word of mouth and incentives for promotion along with the placement of the shop and the sign out in front of it. We will do an incentive of the 420 customer will get free Yogurt for a week to get the customers coming in. Once customers come in it's our job to keep their time at the Yogurt shop fun and fulfilling to make them want to come back and get yogurt. Also with doing this we can do newspaper advertisements and free sample give a way's to get our name as a top yogurt company out there to the customers.

Forecast

I think the product will be successful all depending on the promotion and location of the store. The store is only as successful as we make it be as a organization. Yogurt shop will be high in sales and profit.

Control

Something we are going to control as a company is the customer's feedback and target market sales. With the customer feedback we could do some only polls and surveys about the satisfaction of how they got treated while at the yogurt shop. For example the logo of the company takes a poll on how popular the logo is and if it isn't good we change it. Target market

can be all ages because everyone enjoys yogurt all ages sizes and race we don't want to just appeal to just one group of people but all that way we can make sure we benefit all the way around in the market.

Organization Plan

Identification of partners or principal shareholders

The partners for "Frozen in the Mix" will include Detric Allen, Donnie Carr, Heather Griffin, Brittany Melton, Alexandria Morrison, and Christopher Sitzman. We are going to file our business as an Limited Liability Company, so each member will own an interest in the business and we will not be taxed as a corporation.

Authority of principals

Every member will have equal authority in our business, and any decision made will have to have majority vote to pass. Liability will not extend beyond each member's capital contribution.

Management and Team Background

Heather Griffin / General Manager

- Graduating from East Carolina University with a Bachelor of Science in Business Administration
- Specifically majoring in Business Management
- Currently a Senior Account Administrator at AdminUSA, Inc. ongoing 4 years of experience
- Certified in COBRA Administration (2011, 2012)
- Past experience in retail and sales

Donnie Carr / Assistant Manager

- Graduating from East Carolina University with a Bachelor of Science in Business Administration
- Specifically majoring in Business Management
- Currently works at the Greenville Police Department

- President of Eta Nu Chapter of Alpha Phi Alpha Fraternity Inc, managing 20 people and a budget exceeding \$9000
- Past experience with computer and IT support

Brittany Melton / Counter Supervisor

- Graduating from East Carolina University with a Bachelor of Science in Business Administration
- Specifically majoring in Business Management
- Currently a Customer Experience Manager at Michaels Arts and Crafts ongoing 3 years of experience
- Has experience with preparing and maintaining financial reports, budgets and operational and personnel reports

Alexandria/ Cashier

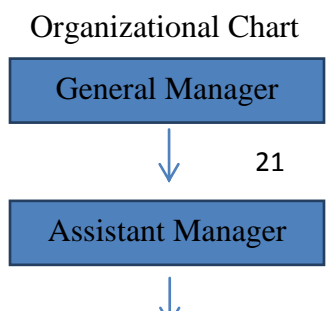
- Graduating from East Carolina University with a Bachelor of Science in Business Administration
- Specifically majoring in Business Management
- Co-Founder of the ECU Investment Club
- Proficient cashiering skills with accepting payments and handling cash
- Past experience in retail and sales

Detric Allen / Food Prep

- Graduating from East Carolina University with a Bachelor of Science in Business Administration
- Specifically majoring in Business Management
- Past football camp coordinator (2010)
- Current ECU Football Player

Christopher Sitzman / Cleaning Staff

- Graduating from East Carolina University with a Bachelor of Science in Business Administration
- Specifically majoring in Business Management
- Past food server experience
- Understands the importance of food safety policies and procedures



Roles & Responsibilities of members of Organization

General Manager

The general manager is to uphold company goals and objectives, provide information of procedures, and demonstrate the ability to supervise and manage a team. Heather Griffin will be the general manager because of her worthiness of taking charge and her experience with training new employees. She also has a strong work ethic and the ability to manage overall.

Responsibilities include:

- Hire and train new staff members
- Growth of sales
- Handle weekly payroll activity and daily sales reports
- Plan and organize work schedules
- Manage advertising for the company and its products
- Communicate responsibilities and job expectations to employees
- Enforce employee disciplinary procedures

Assistant Manager

The assistant manager is to manage staff members, communicate employee responsibilities, and control human resource activity. Donnie Carr will be the assistant manager because of his leadership ability and good people skills. He also has very good communication skills and the ability of working well with others.

Responsibilities include:

- Assist the General Manager with his/her duties
- Explain daily goals to be accomplished by staff members
- Supervise transactions and customer orders
- Responsible for end of the day cash payments

Counter Supervisor

The counter supervisor is to direct the counter staff, handle customer service issues, and help organize a clean serving workplace. Brittany Melton will be the counter supervisor because of her past experience in managing a small team and handling financial stability within a company. She also is very organized and is comfortable with handling customer service issues and complaints.

Responsibilities include:

- Train employees in proper cleaning procedures and handling food practices
- Manage store inventory
- Handle all customer service issues

Cashier/Food Prep/Cleaning Staff

The cashier is to handle all cash and credit transactions and provide quality customer service.

Alexandria Morrison will be the cashier because of her sale representative experience with providing guidance and assistance to customers. She is also very familiar with handing cash and credit sales from previous jobs.

The food prep employee is to ensure all food items are prepared safely and correctly for customers. Detric Allen will handle food preparation because of his flexible schedule and assertiveness. He is also very proactive and determined.

The cleaning staff is to maintain a clean and sanitized facility. Christopher Sitzman will handle overall cleaning of the facility because of his amazing amount of self-discipline and humility. He also carries the qualities of presence and discretion.

Responsibilities include:

- Greet and welcome customers
- Issue receipts, change, or refunds
- Appropriate handling and use of food equipment
- Follow food safety procedures
- Refill supplies, empty trash, wash dishes
- Clean and wipe down tables, counters, and machines
- Maintain orderly appearance overall and proper dress code

Financial Plan

Assumptions

After doing some research I found that the industry will be growing in the area of frozen yogurt. I expect that our business will flourish with the need for a low fat alternative in which the item still contains its taste. With people in general beginning to eat healthier, our product should thrive within the market and I predict that our company will be on top within the very near future.

Pro Forma Income Statement			
	2011	2012	2013
Sales	48,000	54,000	60,000
Less: Cost of goods sold	10,000	11,000	12,000
Expenses:	6,000	7,000	10,000
Rent	12,000	12,000	12,000
Advertising	1,000	1,500	2,000
Total Operating Expenses	29,000	31,500	36,000
Gross Profit	19,000	22,500	24,000

Pro Forma Income Statement

The pro forma income statement shows that we have seen profits in each of the past three years. We look to also see growth financially within the company for many years to come. As you can see growth was slow at first but each year we continue to make capital gains and look to reach our peak within the coming few years.

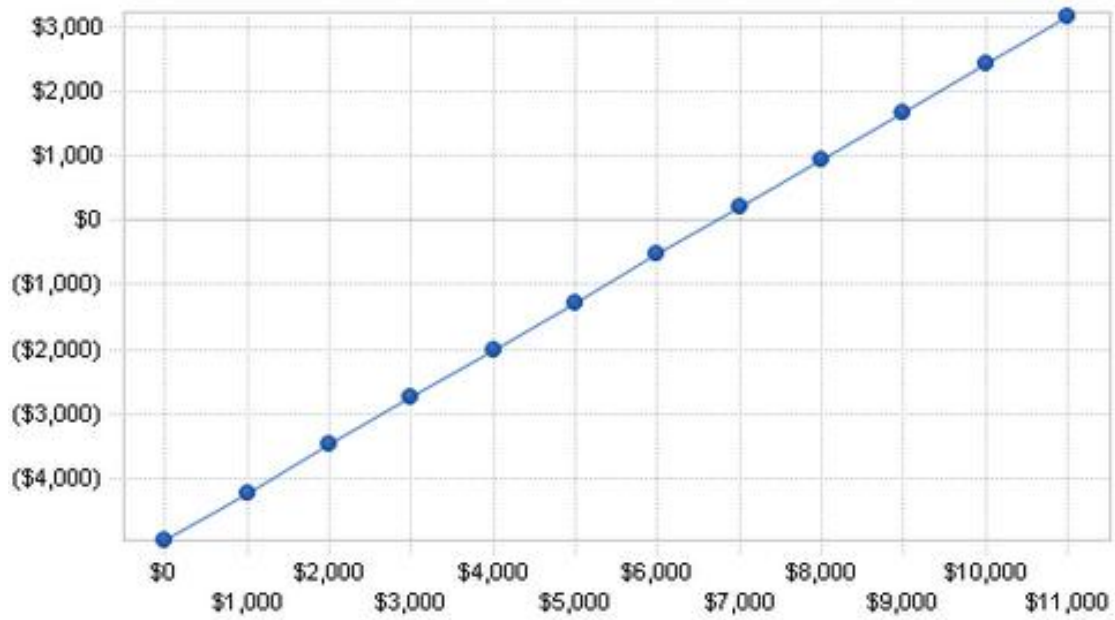
Cash Flow Projection

The projected Cash Flow Statement for the Yogurt Shop is represented by the cash balance left over at the end of each month or year after removing the expenses from the gross profit and taxes. Cash flow is vital for a business survive in the market. The Company is certain that it will have the capital to handle emergency, take advantage of new openings, repair debt in a suitable manner, and make principal improvements as considered necessary.

Break-even Analysis

The frozen yogurt café will be open March through November making the café to be open 9 months in its first year of action in the market. We estimate that our average sale price for the yogurt will be roughly \$4.00, which is the near the price for a medium-size (8oz) yogurt at our store. Our break-even analysis show that our break-even point is to sell 15,000 frozen yogurts assuming that 25% sales are 6oz frozen yogurt cups, 50% are 8oz frozen yogurt cups, and 25% are 12oz frozen yogurt cups. This is equivalent to 1667 yogurts sold each month, 417 yogurts a week, 60 yogurts a day, and 7.5 yogurts an hour to meet our break-even point which can be easily obtained.

Break-Even Analysis



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Pro Forma Balance Sheet

The state of our company is very well. As the chart shows we have three main investors into our company and a little over three hundred thousand dollars in total assets. We do still have debts to pay off with fifty thousand dollars in current liabilities.

Heather Griffin

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EDUCATION

May 2013

East Carolina University: College of Business, Greenville, NC
Bachelor of Science in Business Administration, Management

EXPERIENCE

June 2009 –
Present

AdminUSA, Inc., Wilson, NC
Senior Account Administrator

- Acquiring laws to be followed under IRS regulations regarding Health Care Reform
- Extensive webinars and training on HIPAA and Family and Medical Leave Act
- Trained new employee on online systems and processing payments

April 2007-
June 2007

Accents on Living, Wilson, NC
Sales Representative

- Preside over transaction process with customers
- Accurately placed orders for inventory
- Allocated to open and close store

June 2006-
August 2006

Andy's, Wilson, NC
Waitress

- Responsible for receiving and delivering orders from customers
- Trained new employees in restocking inventory, taking orders and operating cash register

- Worked with management in balancing cash register on closing nights

SKILLS

Proficient in Microsoft Word, Excel, PowerPoint and Microsoft Access, Familiar with both Windows and Apple/Macs, Certified in COBRA Administration (2011, 2012)

HONORS & ACTIVITIES

National Honor Society (2007, 2008), Dean's List (2010), American Heart Association Heart Walk Volunteer (2010), Zumba Instructor (2011, 2012)

Brittany A. Melton

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1740 Bryantown Road
Rich Square, NC 27869

Education

December 2013 **East Carolina University College of Business**, Greenville, NC
Bachelor of Science in Business Administration, Management
GPA: 3.1/4.0

Work Experience

October 2010-
Present **Michael's Arts and Crafts**, Greenville, NC
Customer Experience Manager

- Promoted to Customer Experience Manager after 10 months in position as Front End Supervisor
- Awarded "LP Hero of the Quarter" as a result for loss prevention awareness of store shrink
- Effectively lead staff of 15 members to maximize store sales, customer service, operational productively and efficiency

December 2007-
August 2010 **The Embassy Café**, Jackson, NC
Waitress

- Gained "regular" customers by establishing loyalty and providing the highest level of customer service
- Successfully introduced new menu items which increased sales
- Balanced all sales, credit, and cash accounts

Skills

Proficient with Microsoft Office, including Word, Excel, Power Point, Access and Publisher

Honors/Activities

- Honor Roll (2010, 2011, 2012)
- Humane Society of Eastern Carolina volunteer
- Cypress Glen Retirement Community volunteer

Chris Sitzman

1224 Preston Grove Ave Cary, NC 27513
(704) 953-6503, Chrissitzman@hotmail.com

Career Objective

Head server for a high volume restaurant looking to build on current experience by gaining a Front of the House management position.

Experience

July 2011- present

Mellow Mushroom

Head Server

- Advanced from server to head server within two months
- Service excellence to guarantee customer satisfaction
- Streamline time management to increase productivity in fast-paced environment.
- Finance college by working nights
- Facilitate our team environment with focus on accountability

April 2004- July 2011

Poker Stars

Professional Poker Player

- Accomplished strong time and financial management skills.
- Established discipline to ensure personal success

February 2002- April 2004

Staley's Steakhouse

Server

- Prioritized to make sure the customer is always satisfied
- Established positive customer relationships and built solid clientele
- Advanced from low-level position to server in under one year

August 1999- February 2002

Parking Solutions Inc.

Valet Zone Supervisor

- Implemented online scheduling for a crew of 70+ employees
- Oversaw accounts receivable
- Managed 70+ employees and coordinated with area businesses

Education

2008- present

East Carolina University

- Bachelor of Science in Business Management
- Anticipated graduation Summer 2013

Detric Allen

4618 Gaddys Ferry Road

704-244-1880

3970 Bostic Drive Apt 103

Norwood, NC 28128

allende10@students.ecu.edu

Greenville, NC 27834

Education

Dec 2013

East Carolina University College of Business, Greenville NC

Bachelor of Science in Business Administration, Management

Major GPA: 3.2/4.0

Experience

Summer 2010

Football Camp Coordinator, Norwood, NC

- Coordinated camp activities for 30+ campers
- Publicized the camp through newspaper ads
- Engaged additional college players to coach
- Created daily practice schedule, breaks, meals

Skills

Advanced skills in Microsoft Word, Excel, and PowerPoint

Honors and Activities

- Lead weekly connect group for 10 students at East Carolina University
- Volunteer at the local Boys and Girls club, mentoring kids

- Participate at annual high school programs, emphasizing importance of education to high school students
- **ECU Pirate Football (2010- Present)**
- Strength and Conditioning Elite Pirate (2011), (2012)
- Dean’s list (2010, 2011)
- Honor roll (2011, 2012)

Donnie R. Carr

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Greenville, NC 27834

Carrd09@students.ecu.edu

Greenville, NC 27834

Education

May 2013

East Carolina University College of Business, Greenville NC

Bachelor of Science in Business Administration

Major: Business Management

Work Experience

August 2011

Greenville Police Department, Greenville, NC

to present

Pal Division

- Consulted with police officers to prevent underprivileged youth from committing crimes
- Assisted in giving the inner city youth an alternative program

August 2009

East Carolina Computer Support, Greenville, NC

to August 2011

Computer Lab/IT Support

- Managed a team of two other employees in directing the usage of the computer labs
- Head lab assistant for the Austin lab
- Provided technical support to students with technology inquires
- Gave solutions to students and faculty that experience difficulties with the computers and printers.

April 2009

P & M Management, Greenville, NC

to August 2009

Consultant/Internship

- Sold Medicaid Billing Services to Organizations who outsourced Billing obligations
- Became middle man between Medicaid providers and Patients
- Billed Medicaid Claims filled by patients

Skills

- Proficient in Microsoft Office package: Excel, Word, Access, PowerPoint
- Great People Skills

Activities and Honors

- President of Eta Nu Chapter of Alpha Phi Alpha Fraternity Inc
 - Managed 20 people and a budget of more then \$9000
- Membership and Retention Committee Chair for Black Student Union
- Spring 2009 academic honor roll
- Fall 2010 Dean's List

Alexandria Morrison

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Greenville, NC 27858 morrisona10@students.ecu.edu Jacksonville, NC 28540

Education

May 2014 **East Carolina University College of Business**, Greenville, NC
Bachelor of Science in Business Administration, Management
GPA: 3.2/4.0

Experience

October 2012- **Bevello**, Greenville, NC

Present Sales Representative

- Provide assistance and guidance to 10 clients on average per day looking to upgrade and enhance their wardrobe along with full accessorizing
- Provide a full-service retail experience for each customer by creating a one-on-one atmosphere
- Communicate effectively to every customer that walks into Bevello to ensure a positive sales experience

July 2011- **Ulta, Inc.**, Greenville, NC

October 2012 Prestige Consultant

- Provided guidance and product knowledge for 20 customers/week looking for professional make-up and skincare needs
- Demonstrated and taught the use of the proper product application in-store to 20 clients/week and as well as focusing on their wants and needs
- Managed inventory on a daily basis, also more in depth during physical inventory counts semi-annually
- Completed 15 sales transactions daily at the register

January 2011- **American Eagle Outfitters**, Greenville NC

June 2011 Sales Representative

- Assisted 25 customers in finding clothes, jewelry, and shoes on a daily basis
- Organized the store and kept inventory neat and visually appealing during every shift worked

Skills

Proficient in Microsoft Word, Excel, and Access.

Honors / Activities

Member of Alpha Xi Delta sorority, Foundation Liaison; Co-founder of the ECU Investment Club, VP of Administration; Participated in the College of Business Summer Study Abroad 2012 Program in Australia; Volunteer for Relay for Life; Intramural Sports Participant (flag football, basketball, volleyball); Deans List (2010, 2011, 2012)

References

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